

August 1st
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Maclean's

Canada's Magazine

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In This Issue:

What Hockey Players Do in the Summertime

For long hard mileage
and economy spread over the years



Example of the basic styling for International trucks. The modern International has the all-handling needs—size from 1/2-ton to powerful six-wheel trucks.

A SUIT of diamond materials may stand the test of a wary afternoon's parade. But what of its condition after a season of hard everyday use?

And, like us, what about the truck you buy, at the end of a year's hard service?

A short try-it-on-the-job demonstration proves it will you what you're going to find out after long mileage. And that's what you want to know when you buy. Brilliant performance is common enough in most new trucks today, but not all trucks can measure up to give you trouble-free, low-cost service for long.

By far the greater part of a truck's economy is in lasting

service—a steady procession of ten-mile deliveries over a period of years. That is being proved by International's in the hands of thousands upon thousands of owners.

For your share in International's 30-year experience for quality, solve your hauling problems through International ownership, and turn your mind to other problems.

We have no greater message for truck buyers than this: International's lasting quality will give you economy spread over many years. Sizes from 1/2-ton light delivery to heavy-duty dump and mixer trucks.

INTERNATIONAL HARVESTER COMPANY
HAMILTON of Canada, Ltd. CANADA

INTERNATIONAL TRUCKS

Modern's Magazine, August 1, 1933

THEY DON'T KNOW THAT *Ordinary* LAXATIVES DO ONLY HALF A JOB



To relieve these effects of Constipation ACIDITY MUST ALSO BE CORRECTED

Constipation is nearly always accompanied by an acid condition throughout the system. Read how Sal Hepatica corrects both.

FREQUENTLY the disagreeable effects of constipation—such as, for example, a long, slow, effortful bowel movement, poor-bloatedness, loss of driving weight,

The reason for this is simple. The acid condition may almost paralyze intestinal tones, but it is not designed to correct the system's mailing that usually accompanies constipation.

What an amazing difference in the way you feel when BOTH of these conditions are corrected. And the Harvester men who have been trained in healthy habits for this purpose. For it is not a laxative, but an acid corrector, that removes the acid that causes constipation.

Just take two teaspoonfuls of Sal Hepatica in a large glass of water. Quickly, Sal Hepatica provides proper elimination by lifting and loosening

unrested body tissues. Gently, but thoroughly, Sal Hepatica stimulates and... cleanse toxins and poisons from your body.

At the same time, Sal Hepatica begins to correct the acid condition of your system... and reconstitute your body's normal, efficient processes.

Thus, Sal Hepatica, while combating hardness, gives both your constipation and the indigestion gone with it, relief, safety, effectiveness. It gives you the acid corrector that is the answer to all uncorrected indigestion and other troubles. Enzymatic it is! Used by thousands of physicians and dentists.

Note, too, that Sal Hepatica removes—mid-antiseptics—is found in every constipation and complexion corrector. In such cases half a teaspoonful of Sal Hepatica in a large glass of water acts as a needed antiseptic agent. Take one teaspoonful of Sal Hepatica, and this is not a laxative, but an acid corrector, that removes the acid that causes constipation.

Just take two teaspoonfuls of Sal Hepatica in a large glass of water. Quickly, Sal Hepatica provides proper elimination by lifting and loosening



Made in Canada

SAL HEPATICA

Maclean's

Canada's most popular magazine

McGraw-Hill Canada Ltd.

H. Sophie Morris, President

D. Russell Donatelli, Advertising Manager

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"If you don't know Velveeta you're missing something... it's really! Because it's the only real, healthy Canadian cheese you can eat as pure cheese, a cheese that's digestible as well as good."

And when summer... looks as Velveeta's deliciously moist Kraft Velveeta may not seem like a good idea for a healthy cheese. For as making Velveeta, Kraft adds the Canadian Cheddar cheese, a touch of the valencia milk, cheese culture and salt. That's why Velveeta is notable as an unique cheese for children's diets.

Let's consider how Velveeta contributes for health and the better-manual needs. It's equally like butter in room temperature. Slightly bland, it's moist, dad, with just a few moments' heating, it makes a regular "cheese cake" filling for sandwiches.

Cook with Velveeta, can I. Simplicity at its best, melt it in the top of the double boiler with a little soft-cooked bacon, a ham, cold cuts, cheese sauce to ready to be paired with vegetables or eggs or rice. What an idea for luncheon night, right?

Does your mom eat Velveeta, is it a habit... and a good, real habit? Try a package today, eat one of two slices, I guarantee you'll agree. You find Velveeta at all good grocers. Kraft Process Cheese Company Ltd., Mississauga

Digestible as milk itself!

This unique cheese is digestible because it's made from milk and contains a special enzyme that helps it digest itself.

Because of its balanced calcium and phosphorus, Velveeta is a complete protein food.

Because it's soft or Velveeta is. The texture is one of the smoothest, most digestible cheeses you can eat.

The protein of Velveeta is practically complete for building new cells.

Promoted protein, completely protein and plus protein in your diet.



VELVEETA made by KRAFT in Canada

In which Mennonite idealism does battle with sex appeal

A MANDA CHRESDEN comes down the stairs from her kitchen, her face a picture of the kind that Mennonite men and women—older, middle-aged, shrewd and sensible—like. The Plain People, however, are not accustomed to seeing the normal. It never occurred to her to let loose because her husband has never been unkindly, and unkindness's not, they say, a virtue of theirs.

Anyway, that never caused a bright-colored blouse as her blouse. Bright colors are not good for plain people.

She's not a plain person, though. She's a woman with taste and style, a woman who likes to look good.

She's a woman who likes to look good.

</div



Montreal's Notre Dame
The Church of Notre Dame and Basilica of
Montreal [below]



From the Current Pictures

Top left: Art Carney and Josephine Hutchinson in "Oil for the Lamp of Love."

Centre left: Claude Moore and Ursula Bergman in "Public Enemy No. 1."

Immediate left: "Gloria Allen and George Burns in "Love Is Love."



Above: A West Coast beauty spot near Vancouver.
At right, above: The shadow from the sun. On the
Skeena River near The Pas. E.C.A.J. photo.



Above: On the beach, Vancouver, B.C.
Below: Monckley, Burns. The wavy mountains. Open fish, but those
are Indians with canoes.



Parade



the attack on a Grove Estate Pictures. Condensed by the
writer, and showing all Minister Councils could
do in self defense was to have his hair "Whiskers" the
same charged. His last ruling was of such importance that

The driving car approached and has not changed from a

cross-Canada trip with his wife for the Olympics in West Germany and a long vacation.

Consequently, through Maude Cook's and my mutual desire, we have organized the "Maude Cook" in the 1939 program, "Maude Cook" and the poster, "Alabam."

Maude Cook stuck her head. "I'm thinking two good ones but I'm not giving any signs—maybe not even. Be and."

Wardine had had the poster characterized about "The very best in the country," he said. "Come down that line and

For the shortest course of the year we usually enclose a *curriculum vitae* which may also be running part of the page. It duly telephones or announces that the person is a man or a woman. She would then be in service on that line, and would be available for the first call.

After much trying to create this, the map would be come but in part with the former—such that however, the members were full of such thoughts that there were considerable differences of perspectives—so finally, whenever it took the

Thus, one thought, makes the agreement unattractive, what would happen if such a tax did not fit the focus of a Corseau-agreement? Gb... are real-ready... I have a thought of that... The ministers indicated how the focus from a Corseau-agreement

With the American Society of Limnology and Oceanography

perfume water solution. When applied to water a perfumed deodorant with concentrated usage without use of chemicals. If used to water bathwater changing, the bath would

that process out of prison here—
but old and decrepit—
Tranquilly by the stream
There have descended
And in poor spirits pale and wan
Your losses long and sad—
Your sorrows like their own great
Did they not see them coming?
The mounting expenses
Have taxed our capitals
But nothing a load of empty last-
dresses of a personal



Christie's Biscuits





ORANGE JUICE AT BREAKFAST

 FOR THE FAMILY'S
Vigorous Health


ORANGE JUICE LATER IN THE DAY



THESE BENEFITS

proved by science!

1. Oranges contain ALL FOUR of the now known protective food essentials that help keep the body healthy—vitamins—vitamins A, B, C, and calcium.
2. Oranges aid digestion.
3. Oranges strengthen the body's alkaline reserve.
4. Oranges help prevent tooth decay and give toothless.

Vitamin C
Vitamin B
Vitamin A
Calcium
 Sunkist
Valencia
 Oranges


HOME ELECTRIC JUICE EXTRACTORS
 Sunkist Juicer has blades that eliminate the need for cutting and peeling fruit. It has glass and strainer. An exciting device.

California Fruit Growers Exchange
 125 South Spring Street, Los Angeles, California

() Send FREE "Sunkist Recipes for Every Day."

() Send FREE "Fruits That Help Keep the Body Vigorous."

Name _____

City _____ State _____

Street _____

Day _____



FAIRY HOLES JUICER—
 Sunkist Valencia Oranges slices
 with crushed ice, orange juice, 1/2
 berries with lemon.

Two glasses of fresh orange juice daily is now the rule in health-minded families. New discoveries prove the wisdom of this practice; personal experience verifies it.

For example: In a recent 3 1/2-year study small daily servings were replaced by two large glasses, each with the juice of half a lemon. Gum troubles were reduced 83 1/2%; tooth decay, 57%.

All Four "Protective" Essentials

Oranges contain all four of the now known protective essentials which help keep the body healthily vigorous—vitamins A, B and C, and calcium.

No other foods can be rated out to be more than half as rich as fresh citrus fruits in the easily-destroyed vitamin C.

Oranges aid digestion and replenish the body's alkaline reserve.

Since these benefits are so easily, so temptingly available, see that your family

has them. Starting tomorrow, serve one large glass of fresh orange and lemon juice for breakfast...another later in the day. Or provide the equivalent in delicious 10-minute salads and 5-minute desserts.

Sunkist Valencia Oranges are now at the peak of sweetness and juiciness. Look for the trademark on the skin and wrapper.

FREE—*Recipes and Health Booklets*

Send for these two free booklets, both written to help you plan interesting and healthful meals.

"Fruits That Help Keep the Body Vigorous" tells the place of citrus fruits in normal and safe-reducing diets.

"Sunkist Recipes for Every Day" tells more than 200 tried and tested ways to serve oranges and lemons.

Mail the coupon today for your free copies. Copyright, 1935, California Fruit Growers Exchange



SUNKIST SUMMER SALAD—

Fill half a pencil pot with cottage or cream cheese. Surround with a ring of sliced oranges and berries on a bed of lettuce.

Day _____

City _____ State _____

Street _____